

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. **(Currently Amended)** A computer-implemented method for dynamically determining an optimal price to be charged for a product on an Internet website operated by an Internet merchant, said method comprising the steps of:

(a) receiving configuration data from the Internet merchant, wherein such configuration data comprises a sample size of visitors to the Internet website who are to participate in experiments and time-related information concerning the experiments;

(b) randomly choosing visitors to the website to participate in the experiments according to the configuration data;

(c) running the experiments on randomly chosen visitors according to the configuration data on the randomly chosen visitors to create a model that reflects real-time current market sensitivities concerning the product;

(e)(d) determining the optimal price for the product using the model acquired in step (b) (c) by electronic manipulation using a processor; and
~~determining the optimal price for the product or service under experimentation?~~

(d)(e) displaying the optimal price to the Internet merchant.

2. **(Original)** The method of claim 1, wherein said configuration data includes sampling parameters.

3. **(Currently Amended)** The method of claim 1, wherein said configuration data includes potential prices that are offered to the sampled population in step (b) (c).

4. **(Original)** The method of claim 1, wherein said configuration data includes whether the sampling is to be performed continuously or at discrete intervals.

5. **(Original)** The method of claim 1, wherein said configuration data includes data for segmenting the population into clusters.

6. **(Original)** The method of claim 1, wherein said configuration data includes a minimum threshold for automatically propagating an optimal price.

7. **(Original)** The method of claim 1, wherein said random sampling is performed on the entire population of visitors to the website.

8. **(Original)** The method of claim 1, wherein visitors to the website are grouped, and each group is sampled separately.
9. **(Original)** The method of claim 1, wherein an optimal price is determined for each group.
10. **(Currently Amended)** The method of claim 9, additionally comprising updating the website such that a visitor is offered the optimal price determined in step (e) (d) according to the visitor's group.
11. **(Original)** The method of claim 9, wherein groups are determined based upon prior purchasing behavior.
12. **(Original)** The method of claim 9, wherein groups are determined based upon demographic characteristics.
13. **(Currently Amended)** The method of claim 1, wherein step (e) (d) comprises determining a price that optimizes profit.
14. **(Currently Amended)** The method of claim 1, additionally comprising:
(e) (f) automatically updating the website to use the optimal price determined in step (e) (d).
15. **(Currently Amended)** The method of claim 1, additionally comprising:
(e) (f) automatically updating the website to use the optimal price determined in step (e) (d) if the optimal price meets a minimum threshold.

16. **(Currently Amended)** The method of claim 15, wherein the minimum threshold is that the optimal price determined in step ~~(e)~~ (d) is a predetermined percentage better than a currently offered price for the product.

17. **(New)** The method of claim 1, wherein step (d) comprises determining a price that optimizes revenue.

18. **(New)** The method of claim 1, wherein step (d) comprises determining a price that optimizes market share.

19. **(New)** The method of claim 1, wherein step (d) comprises determining a price that optimizes customer satisfaction.

20. **(New)** The method of claim 1, wherein step (d) comprises determining a price that optimizes a resource selected from the group consisting essential of shipping resources and manufacturing resources.

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